

Abstract of the Disclosure

A modular web site design system, method and apparatus includes a host web site that may be accessed by one or more clients. The host web site includes a plurality of functional and visual modules. Each client accessing the web site can select one or more of the modules for use in their web site. When a client has completed selection of web site modules, the host web site generates a package, including the modules and other information used to create the web site at the clients web site server. The package is received at the client web site, and a call from the host web site causes the client to be built. The functional, visual and navigational aspects of the web site are segregated from the content of the web site to allow for easy update of any of the web site elements.